

STATE OF HAWAII REQUEST FOR SOLE SOURCE

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TO: Chief Procurement Officer

STATE PROCUREMENT OFFICE
STATE OF HAWAII

FROM: Department of Health/Tobacco Settlement Project/Healthy Hawaii Initiative
(Department/Division/Agency)

Pursuant to §103D-306, HRS, and Subchapter 9, Chapter 3-122, HAR, the Department requests sole source approval to purchase the following:

Description of goods, services, or construction:

'Start.Living.Healthy.' (SLH) is the public education campaign for the Department of Health's Healthy Hawaii Initiative. Ads with SLH messages will be included in the following:

1. Multiple Yellow Pages Ads – equivalent of 15 full page/full color ads minimum throughout the entire Yellow pages portion of the directory; five different ad sizes (quarter page ad size and smaller) with the capability to run different messages in each of the five different ad sizes.
2. White Pages Highlighted Corner Billboards – approximately 112 Corner Billboard Ads throughout the entire White pages portion of the directory.
3. Full Page, Full Color Ad – sponsorship page of "Healthy Life Styles" section in the Health and Wellness Guide in the Yellow pages portion of the directory.
4. Ad Production and Proofs – final art and proofs for all ads.

Name of Vendor: Verizon Information Services
Address: 711 Kapiolani Blvd. 8th Floor
Honolulu, HI 96813

Cost: \$ 84,000

Term of Contract: From: August 1, 2004

To: July 31, 2005

Prior Sole Source Reference No.:

The goods, services, or construction has the following unique features, characteristics, or capabilities:

- Verizon is the only directory publisher required by the Public Utilities Commission to deliver a phone directory to every household and business in the State of Hawaii. The Verizon directory is also mailed to every new business and household in Oahu within 24 hours of phone service being installed throughout the entire County. For Oahu alone, Verizon distributes 700,000 phone books.
- The next edition of the Verizon phonebook will combine both the White and the Yellow Pages into one book, which would increase the number of impressions that we can project of those viewing the ads with the Start.Living.Healthy. messages. Based on an independent study conducted by the Gallup Organization in 2002, 92% of Oahu adults use the Verizon phonebooks (or approximately 460,000 adults). With the average use of the phonebook at seven times per month, we can project 3.2 million impressions per month.

How the unique features, characteristics, or capabilities are essential for the agency to accomplish its work:

Through the Start.Living.Healthy. public education campaign for the Healthy Hawaii Initiative, the Department of Health is promoting healthy lifestyle choices to prevent chronic disease in the State and targeting the general public. The Verizon phonebook is the only print publication that is required by the Public Utilities Commission (PUC) to be delivered to every residential/business telephone customer in the State. With the distribution of 700,000 phonebooks on Oahu, this print publication provides the Department this venue to raise public awareness by providing tips to better nutrition, increased physical activity and living tobacco-free while maximizing our reach to the general public that is useful for the entire year.

The following other possible sources for the goods, services, or construction were investigated but do not meet our needs because:

- Paradise Pages – Though production is 700,000, circulation is to 300,000 single buildings/homes, based on requests for the publication and not PUC required; publication maintains listings of business listings only and not residential phone listings.
- Trade Publication Co., United Korean Assn. of Hawaii's The Korean Directory of Hawaii, Aloha from Hawaii Hotels Directory Magazine, Hawaii Business Directory, Hawaii Wedding Directory, The Web Pages Directory, Oahu Business Director – These publications are generally industry-specific publications, very targeted, and limited in distribution.

Direct questions to: Cynthia Cabot/Susan Jackson

Phone: 586-4482/586-4481

I certify that the information provided above is to the best of my knowledge, true, correct and that the goods, services, or construction are available through only one source.


Department Head or Designee

7/19/04
Date

Title (If other than Department Head)

Chief Procurement Officer's comments:

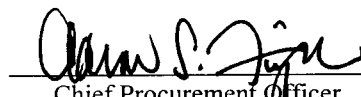
A purchase order maybe used subject to a one-time purchase

Please ensure adherence to applicable administrative and statutory requirements.

Expenditure may be processed through a purchase order: Yes ☐ No ☐. If no, a contract must be executed and funds certified.

☒ APPROVED

☐ DISAPPROVED


Chief Procurement Officer

7/27/04
Date

STATE OF HAWAII

NOTICE OF SOLE SOURCE

The Chief Procurement Officer is in the process of reviewing the request from the Department of Health, Tobacco Settlement Project, Healthy Hawaii Initiative for the sole source purchase of the following goods, services, or construction:

'Start.Living.Healthy.' (SLH) is the public education campaign for the Department of Health's Healthy Hawaii Initiative. Ads with SLH messages will be included in the following:

1. Multiple Yellow Pages Ads – equivalent of 15 full page/full color ads minimum throughout the entire Yellow pages portion of the directory;
2. White Pages Highlighted Corner Billboards – approximately 112 Corner Billboard Ads throughout the entire White pages portion of the directory;
3. Full Page, Full Color Ad – sponsorship page of "Healthy Life Styles" section in the Health and Wellness Guide in the Yellow pages portion of the directory; and
4. Ad Production and Proofs – final art and proofs for all ads.

Vendor: VERIZON INFORMATION SERVICES

Address: 711 Kapiolani Blvd., 8th Floor
Honolulu, HI 96813

Term of Contract: From: August 1, 2004 To: July 31, 2005 **Cost:** \$ 84,000

Direct any inquiries to:

Department: Department of Health, Tobacco Settlement Project
Healthy Hawaii Initiative
Contact Name/Title: Cynthia Cabot, HHI Education Coordinator

Address: 1250 Punchbowl Street, Room 422
Honolulu, HI 96813

Phone Number:
808-586-4482

Fax Number:
808-586-4491

Date Notice Posted: July 20, 2004

A copy of this notice of sole source shall be posted by the Chief Procurement Officer and the purchasing agency in an area accessible to the public, at least seven (7) calendar days prior to any approval action.

Submit written objections to this notice to issue a sole source contract within seven (7) calendar days from the date this notice was posted to:

Chief Procurement Officer
Office/Agency Department of Health
Address 1250 Punchbowl Street
Honolulu, HI 96813